

LOCATION

Incorporated in 1893, Rocklin is located on Interstate 80, 20 miles northeast of Sacramento, 105 miles northeast of San Francisco, and 120 miles southwest of Reno. The City lies between the majestic Sierra Nevada mountains and the State Capital at the Northern California crossroads of industry, residential development, recreation and agriculture.

With its strong sense of direction, this dynamic and friendly community encompasses approximately 15 square miles, with a planning area covering 8 additional square miles. Careful planning for the future and an eagerness to retain its atmosphere of "down home" congeniality are principal ingredients in the growth of Rocklin.

Starting as a railroad town in the mid-1800's the City of Rocklin today boasts a variety of industrial businesses from

EDUCATION

Rocklin Unified School District (916/624-2428) with five elementary schools, one middle school and a new high school has continuously ranked high in reading, writing and math.

The City of Rocklin is also home to Sierra College serving more than 15,000 students and offering a broad range of day and evening courses. Nearby, California State University Sacramento features both undergraduate and graduate programs in engineering, business and many other disciplines. The University of California at Davis provides a wide spectrum of university program options, including medicine, engineering, law, agriculture

MUNICIPAL SERVICES

POLICE: Rocklin continuously ranks in the lowest 10% of California cities in criminal activity. This is a result of an active, progressive Police Department which includes the following services and programs: Investigations, Special Weapons and Tactics (SWAT), Hostage Negotiator, Narcotics Investigations, Explosive Ordinance Disposal, Drug Abuse Resistance Education (DARE), School Resource Officer, Crime Unit, Neighborhood Watch, Animal Control, Code Enforcement Officer, Crime Prevention, and Neighborhood Policing Units.

FIRE: The Rocklin Fire Department maintains an excellent ISO fire insurance rating of 4 due to a dedicated and highly trained force and state of the art equipment.

warehousing to software; commercial businesses including shopping centers, offices, retail and services; and recreational including golf courses, driving range, bowling alley and numerous parks.

Rocklin benefits from being "natural disaster safe" located away from major earthquake fault lines, rivers, levees and flood plains. This provides an attractive setting for data centers, high-tech industry, medical facilities, education and an overall high quality of life for both the residential and business environments.

CLIMATE & ELEVATION:

Elevation	249 feet above sea level
Average Temperatures:	
January	37° to 52°
April	43° to 72°
July	58° to 98°
October	47° to 79°
Average annual Rainfall	23.15 inches
Average Humidity	35-63%



Photo courtesy of Stanford Ranch

and a comprehensive extension program. Satellite campuses are also located in the region including University of Phoenix, University of Southern California, Golden Gate University, National University and McGeorge School of Law.

The following services and programs are offered: Fire and Rescue; Prevention; Code Enforcement; Building Inspection; Public Education Programs for businesses, residents and schools; Volunteer Program; Mapping and Addressing; and Community Services Programs.

COMMUNITY: In addition to the public safety and recreation/park services offered by the City there are also a number of other services provided to citizens and businesses alike; library, planning, building (including a computerized fee estimate program), engineering, administration (including business and dog licenses), and public works (including street cleaning and maintenance of public streets). The City also offers housing rehabilitation and first time homebuyers loan programs.

ROCKLIN STATISTICS

Population

1995 Actual	25,832
1996 Actual	26,924
(represents Statewide Dept. of Finance adjustment)	

Household Income

1995 Median Household Income	\$46,400
1996 Median Household Income	\$48,400

Taxable Retail Sales (x \$1000)

1994	\$160,000
1995	\$185,000

Business Licenses

1995	1,071
1996	1,603

Home Value

1996 Average Price	\$144,000
Range	\$120,000 to over \$500,000

Rent

1996	
Single Family Home (3 bdrm)	\$775-1100
Apartment (2-3 Bdrm)	\$575 - \$675

Housing Starts 1996

Single Family Residence	422
Multi-Family	103
Total	525

Housing Starts 1991-1996 (Annual Average)

Single Family Residence	418
Multi-Family	48
Total	466

Average Lease &

Subdivision Rates 1996

Retail; net	\$1.05 - \$1.15
Industrial/Business Park:	
shell, net	\$.35 - \$.45
Office	\$1.05 - \$1.60
Residential lot	
(average selling price) ..	\$62,250

Major Area Employers

Hewlett-Packard Company	4,000
NEC Electronics, Inc.	2,000
Sierra Community College	725
Formica Corporation	320
United Parcel Service	244
Herman Miller, Inc.	220
Reynolds Metals	191
Rocklin Unified School District ..	185
Ace Hardware	178
Sierra Pine	150
City of Rocklin	143
AT&T	140

Employment Market

Wage rates, extent of unionization, fringe benefits and related information for specific industries and job classifications may be obtained from the *Employment Development Dept.*, 1880 Sierra Gardens Drive, Roseville, CA 95678.

In addition, the *1996 Occupational Outlook* and the *1996 Vocational Training Directory*, compiled by Golden Sierra Job Training Agency, are available for reference at the Chamber of Commerce (916/624-2548).